



Jennifer M. Granholm, Governor
Robert W. Swanson, Director

News Release

Contact: Lori Donlan
517.373.9280

www.michigan.gov/dleg

E-mail: mediainfo@michigan.gov

Charlevoix Receives Cool Cities 'Blueprints for Michigan's Downtowns' Designation

October 12, 2006 – Robert W. Swanson, director of the Michigan Department of Labor & Economic Growth (DLEG), recently announced that Charlevoix has been awarded a Cool Cities designation.

"The economic future of Charlevoix is a lot brighter because its community leaders are committed to giving new life to their downtown area," he said. "A comprehensive economic strategy will be developed to help entrepreneurs willing to invest in this community."

The Cool Cities Program is part of Governor Jennifer M. Granholm's economic plan to help revitalize Michigan's cities by retaining and attracting the jobs and people critical to the emerging economies of the 21st century. The program is funded by redirecting existing resources in state government.

Charlevoix has received one of the Cool Cities Programs "Blueprints for Michigan's Downtowns" designations, which means Charlevoix will be assisted in developing an action strategy that will result, over a five-year period, in economic enhancements to the downtown area.



"Based on a market-driven approach, MSHDA and consulting staff are teaming up to provide a very public process and action-oriented strategy to revitalize Charlevoix's downtown," Swanson said. "A market study will be part of the package of services."

Charlevoix and the other selected municipalities will receive a 50/50 match, and MSHDA will pay for half of the consultant's fee. The other four communities are Muskegon Heights, Oscoda, Petoskey and Tecumseh.

Department of Labor & Economic Growth director Robert W. Swanson (left) presents a sign to the City Planner, Gerry Harsch (right) designating Charlevoix as a Cool Cities Neighborhood.